

September 23, 2004

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**45th ANNUAL LOS ANGELES COUNTY HOLIDAY CELEBRATION
(ALL DISTRICTS) (3 VOTES)**

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the proposed 45th Annual Los Angeles County Holiday Celebration program to be held Friday, December 24, 2004 from 3:00 p.m. to 9:00 p.m., at the Music Center's Dorothy Chandler Pavilion, and authorize the Executive Director to make changes in programming that may be necessary due to production requirements.
2. Direct the Executive Director to implement all production aspects of the live and televised programs and to sign the necessary agreements with KCET-TV, the Gary Smith Company, and others as necessary.
3. Direct Five Star Parking to make free parking available to participants and attendees in the Music Center garage all day on December 24th. Lot 17 should also be available to accommodate any overflow. Appropriate signage regarding free parking should be posted at entrances to the Music Center garage. Free parking is also needed in the Music Center garage for rehearsals from 8:00 a.m. to 6:00 p.m. on December 4th and 5th and equipment load-in on December 22nd and 23rd from 7:00 a.m. to midnight.

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4. Request the Music Center to make arrangements with the Music Center caterer to insure that Kendall's Brasserie and the Spotlight Café will be open for business throughout the duration of the program, and that any food/beverage items sold in the Dorothy Chandler Pavilion be appropriate in cost and menu for the anticipated audience.
5. Direct ISD to continue to provide storage space of County owned set pieces (including choral risers and other set dressing) at no cost, and to load-in (on December 22nd or 23rd as needed) and load-out (during the first work week following December 25th) County owned set pieces at no cost.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION:

The first annual holiday program was held on December 24, 1959 and has been an ongoing community tradition for the past 44 years.

On September 1, 2004, the Arts Commissioners approved the proposed roster of participants. The proposed roster is presented to your Board each year in compliance with a motion approved by your Board on July 12, 1983. Approval at this time is necessary to complete the program production.

The live audience for the 44th Annual Holiday Celebration last year totaled 5,300 and the broadcast ratings for KCET reached approximately 1, 055,000 households, or 1,371,500 viewers. Over the six hours, nearly twice as many Los Angeles County viewers tuned into the Holiday Celebration than watched Oprah that day.

Highlights from the 2003 production have been edited into a one-hour national broadcast that will air this December on PBS. In 2003, 117 member stations carried the national highlight broadcast, representing 34% of all PBS stations and 47% of all public television's audience (potentially 67.7 million viewers) during the week of December 25th. A total of 14 broadcasts aired in five of the top ten dominant markets and four were in prime time. In 2003, 60% of all broadcasts aired between 12:00 p.m. and 3:00 p.m., an exceptionally good time slot for Christmas day family viewing.

Implementation of Strategic Plan Goals

The recommended action is consistent with the County Strategic Plan Goal of Service Excellence, as the program will provide the public with free access to a high quality cultural event.

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FISCAL IMPACT/FINANCING:

The County's cost to produce this program is \$577,000: \$293,000 is from General Funds, and \$284,000 from the Cable TV Franchise Fund. Additionally, the Music Center contributes \$10,000 to the program and there is no fee for the use of the Dorothy Chandler Pavilion. The American Federation of Television & Radio Artists waives 20% of the professional singers' day rate and the International Association of Technical & Stage Employees and Professional Musicians Local 47 waive fees for the KCET broadcast on December 24th.

Funds have been allocated for this purpose by your Board as part of the approved Fiscal Year 2004-2005 budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS:

Not applicable.

IMPACT ON CURRENT SERVICES (OR PROJECTS):

Not applicable.

Respectfully submitted,

LAURA ZUCKER
Executive Director

Attachments (1)

c: David E. Janssen, Chief Administrative Officer
Manuel Valenzuela, County Counsel
Violet Varona-Lukens, Executive Officer, Board of Supervisors
J. Tyler McCauley, Auditor-Controller
Stephen Rountree, President, Music Center
Dave Lambertson, Interim Director, Internal Services Department

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PERFORMANCE SCHEDULE

45th Annual
LOS ANGELES COUNTY HOLIDAY CELEBRATION
2004
as of 9.2.04

Performing Group	Count	Type	New	District
3:00 HOUR				
Kennedy Tap	25	DY		2-All-2
Opera California	75 + 4	CY		2-2-2
Eung Hwa Kim Korean Dance Academy	8	DY		2-2-All
Agape International Children's Choir	50+1	CY	*	1-All-All
ARC Activities for Retarded Children and Adults	25	MY		3-All-All
Salvation Army Tabernacle Children's Chorus	95 +1	CY		5-5-All
America Chinese Dance Association	20	DY	*	5-All-All
Honor Choir	36 + 1	CY	*	5-5-5
4:00 HOUR				
Orphean Circus	10D+7S+5M	D	*	1-All-1
Our Lady of Lourdes Children's Choir	50+1	CY		5-5-5
Jung Im Lee Korean Dance Academy	8	DY		1-1-1
San Fernando Valley Youth Chorus	45+1	CY		3-3-3
Mariachi Los Toros	10	M		1-1-All
Sierra Park Elementary School Folklorico	30	D		1-1-1
Harmonies of St. Thomas	18+1		*	1-1-1
5:00 HOUR				
Celtic Spring	6	DY		All
Antelope Valley High School Choral Music Travel Ensemble	40+1	CY	*	5-5-5
Harmonic Bronze Handbell	13	MY		5-5-5
Greater Ebenezer Youth and Childrens Choir	75+3	CY	*	2-All-2
Spring Autumn Dance Ensemble	7	D	*	4-4-4
Los Angeles Chinese Chorale	30	C		5-5-5
First AME Pasadena Youth/Young Adult Choir	60	CY	*	5-5-5

C = Choir
D = Dance
M = Music
CY = Youth Choir
DY = Youth Dance
MY = Youth Music
District = Office-Members-Performance
** = Denotes Revision

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45th Annual
LOS ANGELES COUNTY HOLIDAY CELEBRATION
2004
as of 9.2.04

Performing Group	Count	Type	New	District
6:00 HOUR				
Hollywood Klezmer	7	M	*	3-3-All
Westridge Glee Club	36+1	CY	*	5-5-5
Grandeza Mexicana Folk Ballet	34	D	*	2-All-All
Inspirational Voices of Free!	14	C		4-All-All
Church of Scientology Choir	30+1	C		5-All-3
Yuval Ron Ensemble	6M+2S+1D	M	*	3-All-All
Vox Femina	30+1	C		2-All-All
7:00 HOUR				
Mariachi Divas	11	M	*	1-All-All
Compton High School Choir	55	CY		2-2-2
TRIP Dance	6	D		3-3-3
Donald Brinegar Singers	36+1	C	*	2-5-5
AC Timba Jazz Project	7	M	*	1-1-All
Jubilant Voices of Holman United Methodist Church	35		*	2-All-All
8:00 HOUR				
Jazz Tap Ensemble	13+5	D		3-All-All
Gay Men's Chorus	100	C		3-All-All
JazzAntiqua	8	D		2-All-All
Greater Ebenezer Inspirational Choir	65+3	C		2-All-2
Mariachi Sol de Mexico	10	M	*	1-1-All
Finale				
End Credits				
	2003			2004
Total Performing Groups	38			40
Total New	15			18
% New	39%			45%
Total Youth	18			23
% Youth	47%			58%

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